



UNIDO ITPO Tokyo

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION
INVESTMENT AND TECHNOLOGY PROMOTION OFFICE, TOKYO

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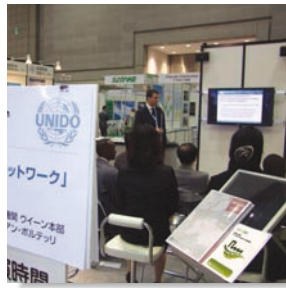
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INTRODUCTION

Message from UNIDO ITPO Tokyo

“Promoting Industrial Development from Japan amongst the Challenges of 2011”



UNIDO ITPO Tokyo started 2011 with a busy schedule of activities and programmes, including dispatching a technical mission to India, and hosting several seminars and delegates in Japan. Then, on 11 March 2011, Japan suffered the Great East Japan Earthquake and disasters following it, which caused much damage, loss of lives and disruption of industrial activities. At the time, we hosted several delegate programmes, but managed to either complete or curtail the programmes, and afford the safe return of delegates to their home countries. Though our activities were naturally disrupted by the events described, we were lucky to coordinate urgent actions with UNIDO HQ, UN agencies in Japan, as well as the Japanese government and the private sector to maintain the operation of the office. We are grateful for the understanding and cooperation shown by all concerned at the time.

We were further able to resume our programmes in April 2011, and the office, under the leadership of our then Head Dr. Taizo Nishikawa, accelerated our usual assistance to developing countries in the areas of investment and technology promotion, especially concentrating on countries in Africa and Asia, and also focusing on environment technologies as a key area.

In 2011, we hosted 12 delegates, conducted 38 seminars and events, received 12 missions, and dispatched 11 missions to emerging markets. One of the highlight activities for the year was the successful organization of the Tokyo Green Industry Conference 2011 (TGIC 2011) in November 2011, a major international event by UNIDO, the Ministry of Economy, Trade and Industry (METI), the Ministry of Foreign Affairs (MOFA) and the Japan Management Association, with high level participation. You can read more about our activities in this report.

Dr. Taizo Nishikawa, who headed UNIDO ITPO Tokyo from July 2009 to December 2011, was re-assigned to undertake the post of Deputy to the Director-General at UNIDO HQ, effective as of 1 January 2012, where he now serves. All ITPO Tokyo staff joins in expressing thanks for Dr. Nishikawa's contributions to the office.

Looking into the future, we expect to be involved with the follow-up of the TGIC 2011 by promoting selected Japanese green technologies at various events in Japan and overseas in 2012, and also target the promotion of African countries' business and investment potential in Japan, with a view towards the 5th Tokyo International Conference on African Development (TICAD V), to be held in 2013. In addition, continued promotion of Asian countries will also be a priority.

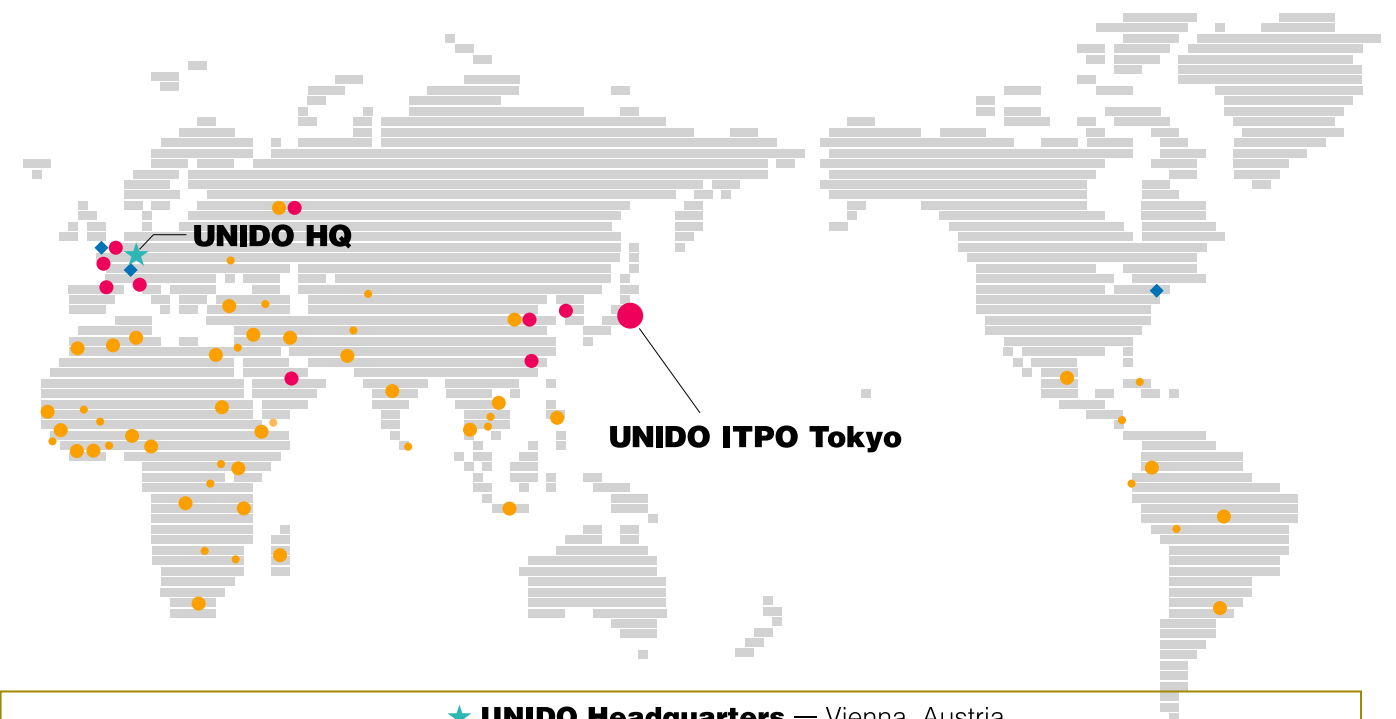
UNIDO ITPO Tokyo offers thanks to members of the Japanese public and private sector for their continued support of our activities, as well as gratitude for the cooperation extended by its recipient clients in developing and emerging countries. We look into 2012 with sincere wishes for continued recovery and rebuilding of the Tohoku region, as well as growth of business chances for Japanese companies in overseas markets. We will always be ready to assist within our mandate and capacity, wherever and whenever we can.

UNIDO Director-General, Dr. Kandeh Yumkella's Visits to Japan



Dr. Kandeh K. Yumkella, Director-General of UNIDO and Chair of UN Energy, visited Japan on two occasions, once in August 2011, to hold high level bilateral discussions with the Government of Japan and the Japanese private sector, and again in November 2011, to co-organize the Tokyo Green Industry Conference 2011 (TGIC 2011) together with METI and MOFA. During his visits, Director-General Yumkella reaffirmed UNIDO's commitment to work together with Japan to undertake important projects targeting the eradication of poverty, and promotion of sustainable development in developing and emerging markets. At a time of global environmental concerns, UNIDO is promoting two major topics consisting of the Greening of Industry and Creation of Green Industry as a development agenda, with focus on environment solutions and technologies in close cooperation with the public and private sector. The two major topics were introduced by Director-General Yumkella and addressed during three days at the TGIC 2011 in Tokyo, both at the conference and at the parallel exhibition with the support and participation of 500, consisting of ministers, senior government officials, and private sector representatives predominantly from the Asia and Pacific region, including Japan. The TGIC 2011 resulted in a shared statement lauding Green Growth in Asia and calling for Green Industry action under the upcoming Rio+20 Conference to be held in Brazil in June 2012. (For a detailed report on the TGIC 2011, please see pages 7-8)

The UNIDO Network



★ UNIDO Headquarters — Vienna, Austria			
3 Liaison Offices (◆)	10 UNIDO ITPOs* (●)	54 UNIDO Regional/Country Offices (●) and Desks/Others (●)	
<ul style="list-style-type: none"> ◆ Brussels, Belgium ◆ Geneva, Switzerland ◆ New York, USA 	<ul style="list-style-type: none"> ● Bahrain ● Belgium ● China - Beijing ● China - Shanghai ● France - Paris ● France - Marseille ● Italy ● Japan ● Korea ● Russian Fed. 	<p>Africa:</p> <ul style="list-style-type: none"> ● Cameroon ● Cote d'Ivoire ● D. R. Congo ● Ethiopia ● Ghana ● Guinea ● Kenya ● Madagascar ● Nigeria ● Senegal ● South Africa ● Tanzania ● Burkina Faso ● Eritrea ● Mali 	<p>Mozambique</p> <ul style="list-style-type: none"> ● Rwanda ● Sierra Leone ● Togo ● Uganda ● Zimbabwe <p>Arab:</p> <ul style="list-style-type: none"> ● Algeria ● Egypt ● Lebanon ● Morocco ● Sudan ● Tunisia ● Jordan <p>Asia and Pacific:</p> <ul style="list-style-type: none"> ● China ● India ● Indonesia ● Iran ● Pakistan ● Philippines ● Thailand ● Viet Nam ● Afghanistan ● Bangladesh ● Cambodia ● Lao PDR ● Sri Lanka <p>Europe and NIS:</p> <ul style="list-style-type: none"> ● Armenia ● Kyrgyzstan ● Russian Fed. ● Turkey ● Ukraine <p>Latin America and the Caribbean:</p> <ul style="list-style-type: none"> ● Brazil ● Colombia ● Mexico ● Uruguay ● Bolivia ● Cuba ● Ecuador ● Nicaragua

*Investment and Technology Promotion Offices

(as of January 2012)



About UNIDO

UNIDO aspires to reduce poverty through sustainable industrial development. We want every country to have the opportunity to grow a flourishing productive sector, to increase their participation in international trade and to safeguard their environment.

WHAT IS UNIDO?

The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations mandated to promote industrial development and global industrial cooperation. Competitive and environmentally sustainable industry has a crucial role to play in accelerating economic growth, reducing poverty and achieving the Millennium Development Goals (MDGs). UNIDO works towards improving the quality of life of the world's poor by drawing on its combined global resources and expertise. It provides comprehensive and integrated packages of services which combine its operational activities with its analytical, normative and convening roles, both globally and locally.

UNIDO's THREE THEMATIC AREAS

Poverty Reduction through productive activities

As the primary driver of economic growth and employment creation, the private sector has an essential role in poverty reduction. Private sector-led industrial development makes a significant contribution to bringing about the much needed structural changes that can set the economies of poor countries on a path of sustained economic growth. UNIDO provides a comprehensive range of services focused on encouraging the creation of employment and income to overcome poverty. These services are customized for developing countries and range from industrial policy advice to entrepreneurship and SME development, and from investment and technology promotion to the provision of rural energy for productive uses.

Trade Capacity Building

The technical ability of developing countries to produce competitive exportable products that comply with international standards is crucial to their successful participation in international trade. UNIDO is one of the largest providers of trade-related development services. It offers expert advice and integrated technical cooperation in the areas of competitiveness, industrial modernization and upgrading, compliance with international trade standards, testing methods and metrology.

Energy and Environment

Fundamental changes in the way societies produce and consume are indispensable for achieving global sustainable development and fighting climate change. In recognition of this fact, UNIDO promotes sustainable patterns of industrial consumption and production and is a leading provider of services for improved industrial energy efficiency and the

promotion of renewable sources of energy. It also assists developing countries in implementing multilateral environmental agreements, while, at the same time, reaching their economic and environmental goals.

As we move forward, lasting progress in each of these three areas is only possible when recognizing the limits of the earth carrying capacity and integrating and mainstreaming resource productivity and protection of environment, climate and biodiversity into industrial development efforts. This is the trust of the Green Industry Initiative, launched by the UNIDO Director-General in 2008.

Growth in manufacturing has shown to be the key driver for development through the creation of employment and incomes. As development requires manufacturing growth, sustainable development is not possible without sustainable industrial development, or Green Industry.

FACTS AND FIGURES

UNIDO was established in 1966 and became a specialized agency of the United Nations in 1985. It has 174 Member States and is headquartered in Vienna, Austria, and operates worldwide.

Figures

The estimated total volume of UNIDO operations for the biennium 2010-2011 is €375 million. The value of UNIDO's ongoing technical cooperation programmes and projects totaled \$772 million (as of 31 December 2010). The value of technical cooperation programmes in 2010 amounted to \$153.5 million. UNIDO's core budget, covering staff and running costs, is funded by assessed contributions of its Member States. Programmes and projects are mainly funded through voluntary contributions from donor countries and institutions, as well as from multilateral funds.

Governance

UNIDO's highest decision-making body is the

General Conference. It convenes every two years to set out the Organization's guiding policies. The General Conference also elects the members of UNIDO's two other governing bodies, the Industrial Development Board and the Programme and Budget Committee.

Staff

UNIDO employs about 700 staff members at headquarters and other established offices. It also draws on the expertise of around 2,800 experts, from a wide range of countries, annually. The Director-General of UNIDO, Kandeh K. Yumkella (Sierra Leone), was reappointed by the thirteenth session of the General Conference (7-11 December 2009) for a period of four years.

Network

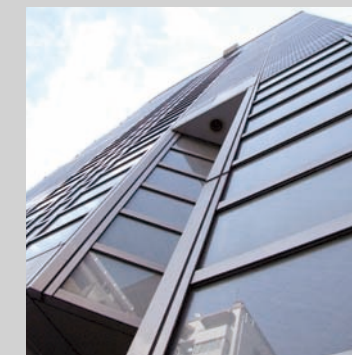
UNIDO maintains a field network of regional and country offices around the world, many of which cover more than one country. Several UNIDO Desks are operational in UNDP offic-

es. A network of Investment and Technology Promotion Offices (ITPOs) in various countries promote investment and technology flows to developing countries and countries with economies in transition. Several National Cleaner Production Centres (NCPCs) and Programmes (NCPPs), established by UNIDO and the United Nations Environment Programme (UNEP), as well as a growing number of International Technology Centres (ITCs) established by UNIDO are operational worldwide. UNIDO also has offices in Brussels, Geneva and New York.

For More Information

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Vienna International Centre, P.O. Box 300
1400 Vienna, Austria**

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Fax: (+43-1) 269 2669
Email: unido@unido.org



About UNIDO ITPO Tokyo (ITPO Tokyo)

ITPO Tokyo was established in March 1981 in accordance with an agreement concluded between UNIDO and the Government of Japan. The mission of ITPO Tokyo is to help developing countries and economies in transition in their efforts to achieve sustainable economic development. To be more concrete, ITPO Tokyo promotes direct investment and technology transfers from Japan through the following activities:

Delegate Programme

ITPO Tokyo invites investment and/or technology promotion delegates (mainly officials from government or semi-government institutions) for a short-term stay (average 2-3 weeks) in Tokyo in order to promote the delegate's country and specific sectors for FDI and technology transfer from Japan.

Technology Transfer

ITPO Tokyo promotes selected sound, productive and environmentally friendly technologies and know-how of Japanese companies seeking partners overseas, in order to assist sustainable development efforts worldwide.

Seminars/Events

ITPO Tokyo organizes or supports various regional, country specific and/or thematic forums, seminars and workshops every year, usually in cooperation with other stakeholders in Japan. These events often feature our delegates, but also participation by high level government representatives during official or working visits to Japan.



Capacity Building

ITPO Tokyo organizes capacity building activities such as lectures, factory visits, and fact-finding meetings for various delegations from developing countries, and also for staff of embassies in Japan. The aim of these activities is to enable participants to learn about networking, technologies, and business promotion opportunities in Japan.

Consultancy Overseas

ITPO Tokyo sends business and technical expert missions to recipient countries often in coordination with partner institutions in Japan and overseas. Through such missions, Japanese businessmen have a chance to meet with government leaders and business partners, and also Japanese technologies are promoted with a view to transferring them.

Through the above mentioned activities, ITPO Tokyo targets supporting the sustainable development of developing and emerging countries and consequently promoting and fostering the international outreach of Japanese industries.

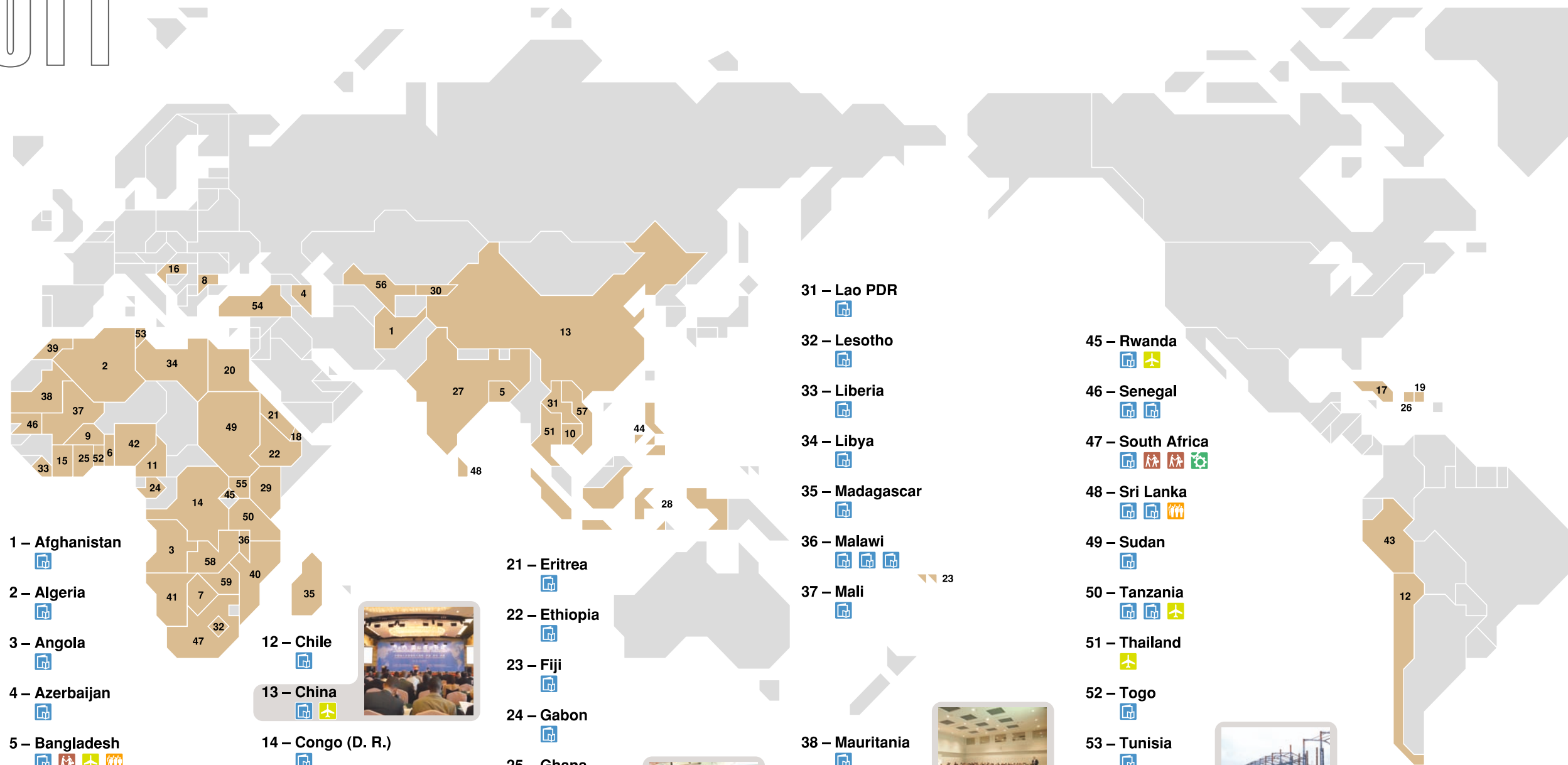
List of staff members at UNIDO ITPO Tokyo

(as of 31 December 2011)

Dr. NISHIKAWA, Taizo (Head) *
Mr. GELEGEN, Ferda
Mr. HAGIWARA, Koichi
Ms. TOSHINAGA, Ikue
Ms. IMAZU, Maki
Ms. KUSAKARI, Mieko
Ms. TAKAHASHI, Taeko
Ms. OCHIAI, Naomi
Dr. DAIGO, Ichiro (Consultant)
Mr. TAKIGUCHI, Shinichiro (Consultant)

* Dr. Nishikawa was re-assigned to UNIDO HQ as of January 2012 as Deputy to the Director-General.

GLOBAL ACTIVITIES in 2011



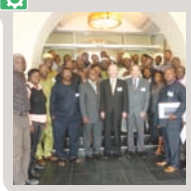
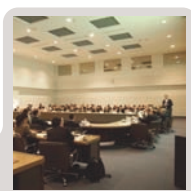
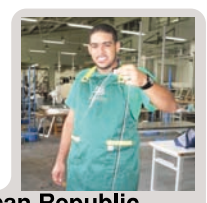
- 1 – Afghanistan
- 2 – Algeria
- 3 – Angola
- 4 – Azerbaijan
- 5 – Bangladesh
- 6 – Benin
- 7 – Botswana
- 8 – Bulgaria
- 9 – Burkina Faso
- 10 – Cambodia
- 11 – Cameroon

- 12 – Chile
- 13 – China
- 14 – Congo (D. R.)
- 15 – Cote d'Ivoire
- 16 – Croatia
- 17 – Cuba
- 18 – Djibouti
- 19 – Dominican Republic
- 20 – Egypt

- 21 – Eritrea
- 22 – Ethiopia
- 23 – Fiji
- 24 – Gabon
- 25 – Ghana
- 26 – Haiti
- 27 – India
- 28 – Indonesia
- 29 – Kenya
- 30 – Kyrgyzstan

- 31 – Lao PDR
- 32 – Lesotho
- 33 – Liberia
- 34 – Libya
- 35 – Madagascar
- 36 – Malawi
- 37 – Mali
- 38 – Mauritania
- 39 – Morocco
- 40 – Mozambique
- 41 – Namibia
- 42 – Nigeria
- 43 – Peru
- 44 – Philippines

- 45 – Rwanda
- 46 – Senegal
- 47 – South Africa
- 48 – Sri Lanka
- 49 – Sudan
- 50 – Tanzania
- 51 – Thailand
- 52 – Togo
- 53 – Tunisia
- 54 – Turkey
- 55 – Uganda
- 56 – Uzbekistan
- 57 – Viet Nam
- 58 – Zambia
- 59 – Zimbabwe



Legend	
	Delegate Programme
	Technology Transfer
	Seminars & Events
	Capacity Building
	Consultancy Overseas

SPECIAL ACTIVITY

Tokyo Green Industry Conference (TGIC) 2011

(16-18 November 2011)

Tokyo conference lauds green growth in Asia, calls for Green Industry action under Rio+20

Some 500 participants representing countries predominantly from within the Asia and Pacific region gathered in Tokyo to discuss Green Industry progress: the application of environmental and resource conservation techniques and practices to the benefit of business, the environment and climate, new job creation, as well as for communities and consumers.

The 3-day Tokyo Green Industry Conference was organized by the Government of Japan through its Ministry of Economy, Trade and Industry (METI) and Ministry of Foreign Affairs (MOFA), and the United Nations Industrial Development Organization (UNIDO).

On 16 November, the Vice Minister of METI, Keiro Kitagami, and the Director-General of UNIDO, Kandeh K. Yumkella, emphasized the importance of Green Industry for achieving green growth and green economy in the region and worldwide, and the critical importance of transfer and deployment of technology.

Participants said the June 2012 Rio+20

Conference in Brazil would provide an opportunity to achieve renewed international commitment for the concepts of Green Economy and Green Industry as one of its main sector contributions. This was echoed in a message read on behalf of U.N. Secretary-General Ban Ki-moon. Participants said UNIDO and its partners should propose Green Industry actions, with policy goals and specific activities, recognizing the roles and responsibilities of key stakeholders.

Keynote presentations were delivered by the Chairman of the Board of the Toshiba Corporation, Atsutoshi Nishida, and the President of the Japan National Graduate Institute for Policy Studies, Takashi Shiraishi. They emphasized from different angles the need for business initiative to green products and operations.

The Mayors of Japanese Eco-Towns, Kitakyushu and Kawasaki, Kenji Kitahashi and Takao Abe, as well as the Deputy Mayor of Yokohama, Takashi Komatsuzaki, and the

Vice Chairman of the People's Committee of Hoi An (Viet Nam), Truong Van Bay, presented the achievements of their respective cities, which serve as a clear demonstration of the diversity of approaches local governments can take to promote Green Industry.

"Despite the multiple development benefits, Green Industry is still not implemented widely enough. I am convinced that government policies and public private partnerships can serve as a lever for Green Industry. They are vital for supporting technology transfer and for utilizing proven environment, energy and resource conservation techniques, and for research and technology development. Collaboration between businesses, academia, providers of technology, financial institutions and civil society is a must if we want to see green growth," said Yumkella.

He noted that UNIDO launched its Green Industry strategy in Manila in 2009 as the sector strategy for achieving green growth and green economy in the manufacturing

and associated sectors. Green Industry, he explained, was a two-pronged approach which consists of the Greening of Industry (ensuring that all industries, regardless of sector, size, ownership, markets and location, continuously improves its environmental performance and resource productivity), and of the actual creation of Green Industries (stimulating the development and creation of industries that deliver environmental goods and services).

Through related activities organized in collaboration with the INCHEM 2011 environmental technology exhibition, the Tokyo Conference offered opportunities to match environmental technology needs of participating developing countries with the international supply of best available techniques and best environmental practices.

On 17 November, senior government officials representing the Ministries of Industry, Trade, Economy and the Environment from Afghanistan, Indonesia, Japan, Lao PDR, Malaysia, Myanmar, Nepal, the Philippines, China, Sri Lanka, Thailand and Viet Nam discussed the achievements made in the implementation of Green Industry and challenges faced in scaling up and mainstreaming Green Industry. They reported on a variety of initiatives on the country level since the Manila Green Industry Conference and noted that the effective implementation of Green Industry initiatives was dependent on government leadership, including on political will, in tandem with enhanced business sector ownership.

For more information on the Conference, please go here:

<http://www.unido.org/index.php?id=1001806>
<http://www.greenindustrytokyo.org>



UNIDO Booth at INCHEM TOKYO 2011

(16-18 November 2011)

UNIDO organized a booth at the "2011 International Exhibition on Green Industry Development" in INCHEM 2011, an exhibition held in parallel to the Tokyo Green Industry Conference at Tokyo Big Sight. The INCHEM Exhibition attracted a total of 65,831 participants in 3 days, out of which an estimated 3,000 visited the UNIDO Booth.

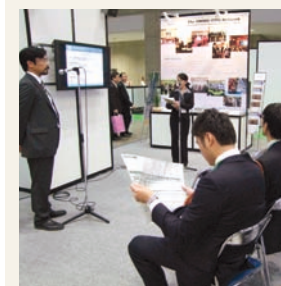
The booth displayed UNIDO's two main themes of Greening of Industries and Creating Green Industries. In addition, an Investment and Technology Promotion Offices (ITPO) Network Corner promoting the activities of all ITPOs, and also a UN Corner, promoting the activities of partner UN agencies in the areas of Green Industry, featuring UNU, UNEP, ILO, UNCRD and UNDP.

In addition to the permanent exhibits, a Presentation Corner featured 15 live presentations by UNIDO and UN experts over the course of 3 days attracting up to 300 participants covering topics such as:

- ① "AfrIPANet"
by UNIDO HQ (3 times)
- ② "Japanese Technology Database"
by UNIDO ITPO Tokyo (6 times)
- ③ "UNIDO Activities in Viet Nam"
by UNIDO Viet Nam (2 times)
- ④ "Waste Tire Recycling Project in Russia"
by UNIDO Russia (once)
- ⑤ "UNU on Green Ideas from Japan"
by UNU (3 times)

The presentations drew the interest of a wide variety of participants, from businessmen to public sector officials and also academia. The UN's efforts to bridge the gap between developing countries' industries and environmental problems with technologies available from Japan was highly lauded by participants.

The UNIDO/UN booth was manned by officers and staff from UNIDO and UN agencies.



DELEGATE PROGRAMME

South Africa (Eastern Cape Province) 22 January-09 February



Ms. Unati SPEIRS

Sector Manager in Business Development, East London Industrial Development Zone (ELIDZ)



"South Africa's participation in the ITPO Tokyo delegate programme gave the country an opportunity to gain experience in investment promotion. This programme was also responsible for technology transfer on products such as small scale wind turbine technology which has been developed by Japan. The programme offered the South African delegate exposure in the automotive, agro-processing and green energy industries. The delegate received mentorship on how to do investment promotion and how to access the Japanese investment market, and met high profile Japanese officials in the above mentioned industries, some of whom have a major contribution in the decision making in South African business network."

Bangladesh 01-16 March



Mr. Jalalul HAI

Director (Foreign Investment) Board of Investment (BOI)



"The two prime investment promotion agencies of Bangladesh, BOI and BEPZA, have been associated with ITPO Tokyo since its inception. Japanese investment in Bangladesh grew mainly through the late 1980's to 1990's, and after 2007, during which a number of industries were established with the support of ITPO Tokyo. In recent years, new Japanese companies have started operating in Bangladesh, and ITPO Tokyo mobilized most of them through the delegate programme. The 2011 programme for Bangladesh facilitated 37 business meetings to discuss with existing investors and generate interest among new ones. I observed the seriousness of Japanese companies toward investment in Bangladesh. Even immediately after the Great East Japan Earthquake of 11 March 2011, I still had meetings with many companies for their interest."

Uganda 21 May-05 June



Mr. Abdul KASULE

Business Development Specialist Uganda Investment Authority (UIA)



"The ITPO Tokyo delegate programme was a good opportunity for Uganda to tap into the large Japanese economy. This programme provided a chance to market Uganda as an attractive investment destination in East Africa. The meetings which ITPO Tokyo organized with Japanese investors, and investment support agencies like JICA, JETRO and METI, provided a good platform to market the investment opportunities in Uganda to potential investors in Japan. As a result of this programme, there has been increased investment related visits and inquiries from Japanese investors. The programme also enabled me to learn and understand the general and unique requirements and expectations of the Japanese economy in terms of quality and health standards, as well as business culture. UIA sincerely thanks ITPO Tokyo for sponsoring the programme."

Dominican Republic 27 June-09 July



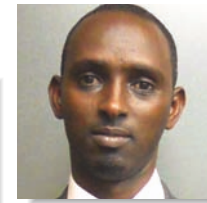
Mr. Renatto COLÓN

Agent of Area Sub-Zone Esperanza Ministry of Agriculture



"I am grateful for the delegate programme of ITPO Tokyo. It gave me an opportunity to study about the banana fiber processing and other techniques related to banana as an attractive investment destination in East Africa. After return to my country, I conducted several workshops with my colleagues and local artisans. At the workshops, we taught fiber extraction from banana tree stems, and bracelet weaving. The banana producers who took part in the workshops were fascinated to learn about the great potential of this technology. Now the Northwest region of the Ministry of Agriculture decided to have special training activities on banana fiber extraction for the farmers in the region. We are hoping to start extracting fibers working in 100 ha of banana farms within this year."

Kenya 14-20 November



Mr. Guracha ADI

Manager, Investor Services Kenya Investment Authority (KenInvest)



"This was my third delegate programme with ITPO Tokyo in five years. It was designed to coincide with the Tokyo Green Industry Conference organized by UNIDO and the Ministry of Economy Trade and Industry (METI) of Japan. The conference provided the delegate with a platform to meet with key private sector companies from Japan and other participating countries as well as public sector organizations. Further, the exhibition at INCHEM 2011 provided an important avenue for experiencing some first-hand technologies and innovative techniques of Japanese companies in Green Industry. During the 1 week programme, I met with 6 companies who have shown keen interest in Kenya and would consider doing business there. ITPO Tokyo's delegate programme provides much needed facilitation to developing countries in promoting their priority sectors to potential investors in Japan."

Viet Nam 15-26 November



Mr. Le Xuan THINH

Head of the Company Consultancy Service Section, Viet Nam Cleaner Production Centre (VNCPC)



"Viet Nam's Industry is fast developing, but it also faces a lot of problems such as adverse impact to the environment, high consumption of energy, and low competitiveness with neighbouring countries. Therefore, international cooperation with developed countries such as Japan and support would help the Vietnamese industries, especially SMEs, in their efforts for more sustainable development. The ITPO Tokyo delegate programme has been a very good opportunity to meet Japanese partners for cooperation. During 2 weeks, I had meetings with 7 organizations and 13 companies, and participated in a study tour to Minamata and Kitakyushu cities. Through the activities, I was able to get a lot of contacts, experiences, and information for the development of business connections between Viet Nam and Japan."

South Africa (Limpopo Province) 27 February-15 March



Mr. Sam MALOKA

International Marketing Manager Trade & Investment Limpopo (TIL)



"Once again, the ITPO Tokyo delegate programme has proven to be one of the best and unique trade & investment promotion channels with Japan, whilst remaining the most appropriate capacity building programme for a developing country's candidates such as South Africa. Undertaking investment promotion in Tokyo and other areas of Japan, such as Shizuoka, one cannot but marvel at the success of the industrialized nation. Of all the countries that I have visited in the past four years of international marketing and investment promotion, Japan ranks top in the convenience of conducting business, the professionalism, uncompromising quality standards, and hospitality of people and freedom of association. I can choose Japan again and again through the ITPO delegate programme."

India 13-16 March 14-25 November



Mr. S. SUGUMAR

Chief Manager (Technical), Central Institute for Plastics Engineering and Technologies (CIPET)



"The ITPO Tokyo delegate programme is useful and informative in enriching the interaction which can culminate in business promotion in India, especially in the areas of plastics recycling and waste management. During the delegate programme, ITPO Tokyo arranged 17 business meetings with plastics recycling industries, academic and R&D institutions in Japan which paved the way to enhance business dialogue and to understand the latest technological developments taking place in Japan in the niche areas of polymer recycling and waste management. Fruitful technology tie-ups, academic exchange programmes, and bilateral R&D initiatives with Japanese counterparts are expected to materialize in the coming years. In a nutshell, the initiatives taken by ITPO Tokyo are commendable and laudable."

Botswana 11-24 June



Ms. Reitumetse APHIRI

Manager of International Markets, Botswana Export Development and Investment Authority (BEDIA)



"This was the second programme conducted for the delegate, following the first one in 2009. The programme provided a good platform to re-establish links with companies that had previously shown interest in Botswana but had not yet visited the country, as well as to make follow up visits and hold progress meetings with Japanese trading companies that had been to Botswana and had already identified opportunities. The ITPO Tokyo delegate programme provides a unique opportunity for delegates to interact, on a one on one basis, with Japanese companies with a view to interesting them to consider investing outside of Japan in alternative destinations, such as Botswana, which offers great investment potential for Japanese companies, specifically in mining, energy and infrastructure development projects."

Cambodia 20 July-04 August



Mr. KY Seng Hoir

Assistant to the Minister of Industry, Mines and Energy



"The ITPO Tokyo delegate programme was a most effective programme and great opportunity for an LDC like Cambodia, to disclose its attractive investment climate. This programme is also a key to help developing countries to increase know-how regarding Japan, and to attract Japanese investors to pay more attention and finally set up their own businesses, in this case, in Cambodia. During the programme in Japan, I met with potential investors face to face, and held seminars both in Tokyo and Osaka which attracted over 80 participants. Through these activities, I was able to promote Cambodia as a priority investment destination. Actually, after my return to Cambodia, I continued to meet many Japanese investors who are interested to set up their factories, especially in SEZs in Bavet area. So, the programme was very useful and successful."

Turkey 15-20 November



Mr. Emre BÜYÜKKILIÇ

Project Director Investment Support and Promotion Agency of Turkey (ISPAT)



"The main purpose of the delegate programme was to participate in the Tokyo Green Industry Conference (TGIC 2011) which highlighted the availability of environmental friendly practices beneficial for businesses, environment, climate, workers, communities and consumers. TGIC 2011 provided a platform to discuss policy and business solutions to achieve greater reductions in the use of resources and in pollution intensity. In parallel with TGIC 2011, ISPAT was also represented in the Green Industry Exhibition at INCHEM 2011, with its own booth, where we had 9 meetings with Japanese companies on investment topics, as well as several meetings with Japanese companies participating at INCHEM 2011. The programme was very beneficial, and the topics raised constitute a reference point for the country."

Viet Nam 06-21 December

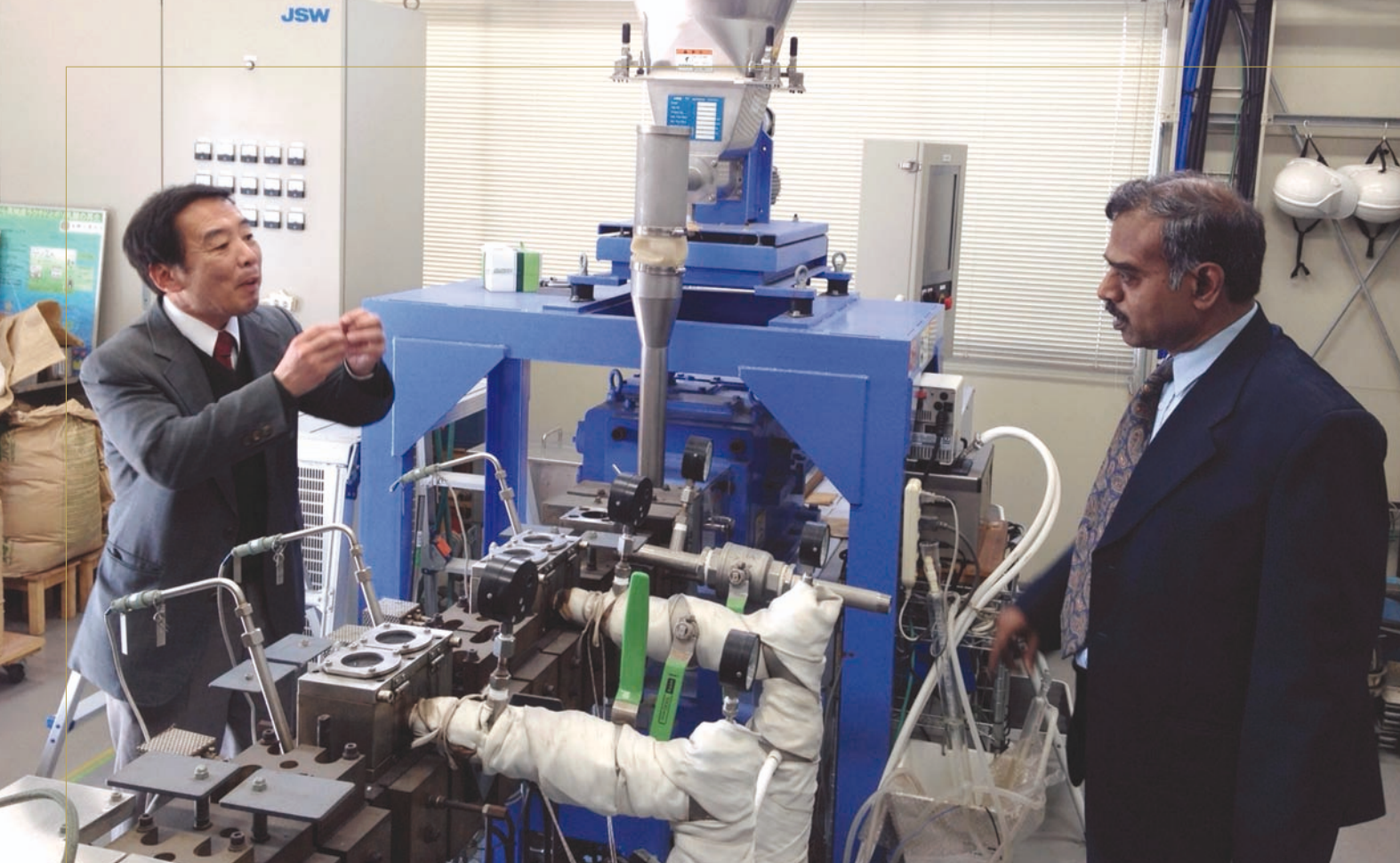


Mr. Dinh Manh HUNG

SPX Expert, Deputy Director of SME PC Viet Nam Chamber of Commerce and Industry



"The Viet Nam Chamber of Commerce and Industry expresses its gratitude to UNIDO and ITPO Tokyo for the effective support given by them to organize this programme. During my 2 weeks stay, our business itinerary took me to 8 cities spanning northern as well as southern Japan. With the assistance of ITPO Tokyo, I was able to organize 2 seminars in the cities of Toyama and Nagoya with support of financial institutions, 12 meetings with institutions and organizations, 12 bilateral business meetings with private companies, and 2 interviews with newspapers. As a result, 8 Japanese companies have expressed their clear intention to invest in Viet Nam. ITPO Tokyo's guidance helped me to overcome the challenges of the programme and the results achieved exceeded my expectations."



TECHNOLOGY TRANSFER

UNIDO ITPO Tokyo promotes awareness and transfer of Japanese technologies to developing countries in order to assist them with viable and sustainable solutions for promoting employment, dealing with environmental problems, and offering alternative business models for industrial applications.

The following are some of the technology sectors which were promoted in 2011.

Environment Fairs & Exhibitions

Kawasaki International Eco Tech Fair (16-17 February)

UNIDO took part in the yearly exhibition, featuring Neem products from the Neem tree, with the assistance of the Japan Neem Association, water saving technology in arid areas, developed by Tottori Resource Recycling Laboratory, and Banana fiber products, in cooperation with Tama Art University. As a result of the exhibition, Suzuki Motor Corporation picked up the idea to use banana fiber derived products for fabrics and upholsteries in automobile manufacturing, and started an R&D jointly with Tama Art University.

Smart Grid Exhibition (15-17 June)

In cooperation with the Nikkan Kogyo Shimbun (Business & Technology Daily News), UNIDO took part in the exhibition for the 2nd year in a row, promoting projects in mini grids and renewable energy. UNIDO's booth received upwards of 300 visitors over 3 days. Many Japanese SMEs showed their interest in promoting their technologies in developing countries. Our delegate from Botswana also visited the booth and had B2B discussions with Japanese companies.



Global Festa 2011 (1-2 October)

The yearly event promoting international cooperation provided UNIDO a platform to promote its programmes to the general public. The festive event attracted people from all walks of life, including students, professionals, families, celebrities, etc. Approximately 110,000 people visited the venue over the 2 days.



Agro Related Technologies

Banana Fiber

This technology was promoted through a major exhibition in Kawasaki city (see page 11). In addition, on the occasion of the South African delegate programme, H.E. Mr. Gert J. Grobler, Ambassador of South Africa, and Mr. Sam Maloka, delegate, visited Tama Art University for a briefing and inspection.



Recycling Technologies

End of Life Vehicle (ELV)

Technologies related to End of Life Vehicles which UNIDO has been promoting in Nigeria and Ghana have started bearing results. In Nigeria, our delegate from the National Automotive Council (NAC) organized the "Recycling Forum" with WAO Global Trading Company in Lagos on 15 March and invited Kaiho Sangyo Co., Ltd. to make presentations on the advancing technologies of automotive recycling.

Plastic Waste Recycling Technologies for India

Recycling of plastic waste in India is one of the priority areas recently tackled by the Indian government and private sector. Working with the Central Institute for Plastics Engineering Technologies (CIPET), a federal government research, training and educational institution based in Chennai, with 22 centers all over India, several Japanese technologies were identified and promoted for implementation in India, as follows: (1) automatic sorting/segregation of plastic waste; (2) conversion of multilayer film laminates (PVC) into plastics lumber/slabs; (3) conversion of plastic waste into oil; (4) biodegradable plastic technologies; (5) wood and waste plastic composites; (6) storage and disposal of fiber reinforced plastic waste; (6) recycling of plastic waste from End of Life Vehicles.

Waste Recycle Tracking System for India

UNIDO and a team of 3 experts from Kitakyushu Techno Research and Nishihara Shoji Co. promoted an e-tracking system for application in India, cooperating with a leading Indian waste management company in Hyderabad. This know-how can help India to improve and speed-up its tracking of various wastes, and is especially important for tracking hazardous waste, such as those resulting from chemical and pharmaceutical industries.

Energy & Environment Technology Database

Low Carbon and Energy Conservation

- A-Wing International Co., Ltd.
(Micro Wind Generator)
- Kyoto Energy-Environmental Research Association
(Solar Cooker Panthaka)
- Netafim Japan Co., Ltd.
(Simple Drip Irrigation System)
- SANYO Electric Co., Ltd.
(Rechargeable LED Lantern)
- Totetsu MFG. Co., Ltd.
(Rainwater Harvesting and Underground Storage)
- Toyo Engineering Corporation
(Urea Fertilizer Production Plant)
- VPEC Inc.
(Power Router for ECONETWORK)

Prevention and Destruction of Pollution

- Aquatech Co., Ltd.
(Activated Sludge Method JRK-SYSTEM)
- EcoCycle Corporation
(EcoClean and GreenClean Series for Bioremediation)
- Kawatoku Co., Ltd.
(Remove Heavy Metals in Drinking Water)
- Microtech Inc.
(Drinking Water Quality Analysis Technology)
- Nihon Genryo Co., Ltd.
(Saito Tank)
- Nihon Genryo Co., Ltd.
(Movable Self-Cleaning Water Treatment Facilities)
- Nippon Basic Co., Ltd.
(Bicycle-Powered Water Purifying Equipment)
- Nippon Basic Co., Ltd.
(Desalination of Seawater for Drinking)
- Sekisui Aqua Systems Co., Ltd.
(Rotating Biological Contactor and ESROTAE)
- SOEN Co., Ltd.
(Water Treatment with Carbon Fiber)
- Totetsu MFG. Co., Ltd.
(Rainwater Harvesting and Underground Storage)
- Tottori Resource Recycling Laboratory Co., Ltd.
(Porous System)

Waste Treatment and Management

- OSTRAND Corp.
(C-POWER Plant, SH Dryer (SHD))





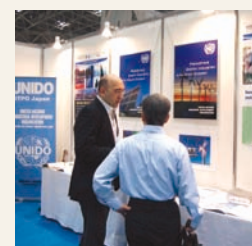
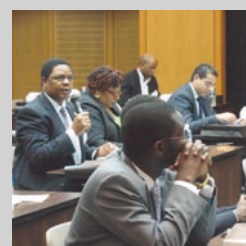
SEMINARS & EVENTS

Seminars and Workshops

Title of Event	Place	Date	Venue	No. of Audience
1 Japanese Waste Management Technology Workshop	India	11-18 Jan.	Delhi (Department of Chemicals & Petrochemicals) Hyderabad (State Government) Chennai (Central Institute of Plastics Engineering & Technology)	120
2 Bulgaria Investment Seminar	Tokyo	25 Jan.	The Tokyo Chamber of Commerce and Industry	103
3 Philippines Business Seminar	Tokyo	01 Feb.	Tokyo Kaikan	360
4 Turkish Investment Seminar on Logistics	Tokyo	07 Feb.	The Tokyo Chamber of Commerce and Industry	225
5 Round Table Meeting on MSMEs Promotion for African Countries	Tokyo	23 Feb.	JICA Tokyo International Center	21
6 International Women's Day 2011 Symposium	Tokyo	08 Mar.	Asahi Hall	600
7 Bangladesh Business Seminar	Gifu	08 Mar.	Ogaki Kyoritsu Bank	35
8 COMFAR Practice	Tokyo	28 Apr.	UNIDO ITPO Tokyo	2
9 India Seminar	Tokyo	12 May	International Conference Hall The Tokyo Chamber of Commerce and Industry	130
10 Road to Investment and Technology Promotion towards Africa	Tokyo	13 May	Embassy of Kenya	41
11 Lecture on Investment Climate of Asian Emerging Countries	Tokyo	19 May	Shinkin Central Bank	50
12 Turkish Investment Seminar	Tokyo	01 Jun.	International Conference Hall The Tokyo Chamber of Commerce and Industry	200
13 Sri Lanka Business Meetings	Tokyo	21 Jun.	Imperial Hotel	170
14 Individual Business Meetings for Sri Lanka BOI	Tokyo	22-25 Jun.	Hotel New Otani	14 meetings
15 Neem Association Seminar	Tokyo	23 Jun.	Shibuya Ward Labour Hall	50
16 SETM 2011- Seminar for Eco-Town Managers	Kitakyushu	10-15 Jul.	Kitakyushu City AIM Center	25
17 Cambodia Investment Seminar	Osaka	26 Jul.	Shinkin Central Bank	15
18 Individual Business Meetings for Cambodia Delegate	Gifu	27 Jul.	Kyoritsu Research Institute	3 meetings
19 Cambodia Investment Seminar	Tokyo	29 Jul.	Embassy of Cambodia	65
20 Bio Fuel Round Table Meeting for Embassies	Yokohama	07 Oct.	Pacifico Yokohama	33
21 Joint Workshop 2011 for ADC	Tokyo	14 Oct.	JICA Research Institute (Ichigaya)	102
22 Lecture on Investment Climate of Asian Emerging Countries	Nagoya	19 Oct.	Shinkin Central Bank, Nagoya Branch	80
23 UN Day 2011	Sendai	24 Oct.	Tohoku University	700
24 India Seminar	Tokyo	02 Nov.	The Tokyo Chamber of Commerce and Industry	210
25 Tokyo Green Industry Conference 2011	Tokyo	16-18 Nov.	Tokyo Big Sight	500
26 INCHEM TOKYO 2011, Booth Workshops	Tokyo	16-18 Nov.	Tokyo Big Sight	300
27 Neem Association Seminar	Tokyo	22 Nov.	Shibuya Ward Labour Hall	50
28 Turkey Workshops on Various Industrial Sectors	Tokyo	05 Dec.	Nikkei Hall	180
29 Morocco Investment Seminar	Tokyo	06 Dec.	United Nations University	141
30 Morocco Investment Seminar	Nagoya	08 Dec.	JETRO Nagoya	44
31 Viet Nam Investment Seminar	Toyama	08 Dec.	Toyama Prefecture Hall	27
32 Morocco Investment Seminar	Osaka	09 Dec.	The Osaka Chamber of Commerce and Industry	59
33 Viet Nam Business Seminar	Nagoya	16 Dec.	Ogaki Kyoritsu Bank/Harmony Hall in Nagoya	60

Exhibitions

Title of Exhibition	Place	Date	Venue
Kawasaki International Eco Tech Fair 2011	Kawasaki	16-17 Feb.	Kawasaki Todoroki Arena
Smart Grid Exhibition 2011	Tokyo	15-17 Jun.	Tokyo Big Sight
Sri Lanka Exhibition	Tokyo	21 Jun.	Imperial Hotel
Global Festa 2011	Tokyo	1-2 Oct.	Hibiya Park
2011 International Exhibition on Green Industry Development at INCHEM TOKYO 2011	Tokyo	16-18 Nov.	Tokyo Big Sight



Embassy Programmes

Kawasaki International Eco Tech Fair

(16-17 February)

UNIDO ITPO Tokyo cooperated with the Kawasaki Eco-Town and took part in the Fair at Todoroki Arena, Kawasaki. Various kinds of products, including Neem, and Banana Textile by Tama Art University students, were displayed along with one Japanese water saving technology for application in arid regions, developed by the Tottori Resource Recycling Laboratory. Embassy officials were also invited to the Fair.



Bio Round Table Meeting at "Bio Japan 2011"

(7 October)

19 diplomats representing Afghanistan, Azerbaijan, Bangladesh, Burkina Faso, Cambodia, Chile, Cote d'Ivoire, Croatia, Cuba, Fiji, Ghana, Haiti, Kyrgyzstan, Malawi, Namibia, Peru, Uganda, Zambia, and Zimbabwe took part in the round table meeting on Bio-industries held at Pacifico Yokohama to learn about the most current technologies on bio-fuel, bio-material, bio-chemistry and generic drugs in Japan through the presentation by Research Institute of Innovative Technology for the Earth (RITE), Teijin Ltd. and DuPont. They also visited the exhibition of "Bio Japan 2011" to learn about and witness the displayed technologies.

Joint Workshop for the African Diplomatic Corps (ADC) by UNIDO/JICA/BTMU

(14 October)

The second joint seminar organized by UNIDO, JICA & the Bank of Tokyo-Mitsubishi UFJ (BTMU) for the ADC on "Governmental & Private Initiatives to Promote Public Private Partnership (PPP) for Africa" was held at the JICA Research Institute by the participation of 48 diplomats representing 34 African embassies in Japan; Algeria, Angola, Benin, Botswana, Burkina Faso, Cameroon, D. R. Congo, Cote d'Ivoire, Djibouti, Egypt, Eritrea, Ethiopia, Gabon, Ghana, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Morocco, Mozambique, Namibia, Rwanda, Senegal, South Africa, Sudan, Tanzania, Tunisia, Uganda, Zambia, and Zimbabwe. The events resulted in promoting ADC's greater understanding of Japan, and strengthening of economic ties between Japan and Africa.



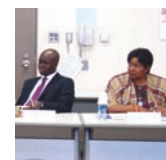
CAPACITY BUILDING

Study Tours

Round Table Meeting on Micro, Small & Medium Enterprises Promotion for African Countries

(23 February)

A round table meeting was organized together with the Hiroshima International Center and JICA Chugoku; 9 participants from 9 countries (Cameroon, Ghana, Kenya, Malawi, Mozambique, Nigeria, Senegal, Tanzania & Uganda) learned about SME policies and business promotion in Japan. A discussion on actual obstacles in promotion was held with the active involvement of diplomats based in Japan from the participants' countries.



UNIDO Study Tour on Eco-Towns

(15-23 November)

A 9-member study tour mission came on the occasion of Tokyo Green Industry Conference (TGIC) 2011. The members were those involved in UNIDO projects in countries including Viet Nam, Cambodia, Lao PDR and Sri Lanka. After participating in the TGIC, the group visited 3 major Eco-Towns, namely Kawasaki, Minamata and Kitakyushu, and met with the municipalities as well as the environment-related companies to learn about the management of Eco-Towns and to observe the operations of recycling businesses.

UNIDO Study Tour on Steel

(15-23 November)

A 7-member study group from Viet Nam and India visited Japan to attend the TGIC and to learn about energy efficiency practices at Japanese Electric Arc Furnace (EAF) companies. The public as well as private sector members from Viet Nam and India were those involved in UNIDO activities on energy efficiency for steel industries. After their participation in the TGIC, the study tour group met with several steel-related business associations and visited 2 major EAF companies in Tokyo and Kyoto.

Incoming Missions

Programme	Date	Place	Subject
Uzbekistan IPA and Electronics Association B2B Mission	10 January	Tokyo	Mr. Agzam Izbosarov, Chairman of the Uzbek Association of Radio Electronic, Electrical and Instrument Making Industry Enterprises, and Mr. Jasur K. Tadjiev, Director of the Agency of Information Support & Foreign Investment Promotion of Uzbekistan visited Japan. UNIDO assisted them to have business meetings with relevant electronics companies in Tokyo. Uzbekistan is looking to invite FDI from Japanese electronics manufacturers. The meeting was assisted by the Embassy of Uzbekistan in Tokyo.
Sri Lanka BOI B2B Mission	20-25 June	Tokyo	Mr. Shivan de Silva, Executive Director of BOI along with 15 companies visited Japan to hold an exhibition and B2B meetings, which UNIDO supported. 13 meetings were held with the Japanese businesses in sectors including automotive parts, agro processing, energy efficiency, apparel and IT. UNIDO also welcomed Mr. de Silva for a courtesy meeting.
Seminar for Eco-Town Managers in Kitakyushu (SETM 2011)	11-16 July	Kitakyushu Fukuoka	13 participants from China, India, Indonesia, Philippines and Viet Nam attended a week-long training by Kitakyushu City and UNIDO on the subject of Eco-Town development and management. Participants also visited actual technologies such as automotive and electronics recycling, plastics waste management, eco-wood manufacturing, etc. The programme was supported by UNIDO ITPO Tokyo.
Morocco Investment Promotion Mission	4-10 December	Tokyo Nagoya Osaka	A mission composed of 6 Moroccan officials from the Morocco Investment Development Agency (AMDI), Moroccan Association for Automobile Trade and Industry (AMICA), Tanger Free Zone, Tanger Mediterranean Special Agency (TMSA), and Morocco Agency for Solar Energy (MASEN) visited Japan to organize "Morocco Investment Seminars" and B2B meetings. UNIDO cooperated with the Embassy of the Kingdom of Morocco, JETRO, JCCME and the Bank of Tokyo-Mitsubishi UFJ.

UNIDO Missions	Date	Place	Subject
Mr. Ludovic Bernaudat, Industrial Development Officer	23-28 January	Chiba	"UNEP Mercury INC2 Meeting" at Makuhari Messe
Mr. Stephan Kratzsch, Industrial Development Officer	12-13 May	Tokyo	"AfrIPANet Seminar" in Tokyo
Mr. Yoshiteru Uramoto, Deputy to DG / Mr. Rene Van Berkel, Unit Chief / Mr. Edward Clarence-Smith, Rep. in China	18-24 May	Tokyo	The 1st prep-meeting of the "Tokyo Green Industry Conference (TGIC)" with the Japanese government and preparation for DG's visit
Dr. Kandeh Yumkella, Director-General / Mr. Yoshiteru Uramoto, Deputy to DG / Mr. Sarwar Hobohm, Director / Mr. Rene Van Berkel, Unit Chief / Mr. Sayaphol Sackda, Advocacy Specialist	22-25 August	Tokyo	To discuss further cooperation between UNIDO and the Government of Japan, especially on the TGIC
Mr. Gerardo Pataconi, Unit Chief	14-15 October	Tokyo	To discuss UNIDO's activities on product standardization and possible cooperation with Japanese retailers in Asian countries
Mr. Rene Van Berkel, Unit Chief	24-25 October	Tokyo	4th prep-meeting of the TGIC
Mr. Ludovico Alcorta, Director	11 November	Tokyo	To discuss about launching of Industrial Development Report (IDR) 2011 in Japan
Dr. Kandeh Yumkella, Director-General / Mr. Yoshiteru Uramoto, Deputy to DG	15-19 November	Tokyo	To participate in the TGIC and "INCHEM 2011"



CONSULTANCY OVERSEAS



UNIDO ITPO Tokyo fielded several technical missions in 2011, and also assisted Japanese businesses to investigate markets overseas, especially in Asia and Africa.



Asia

India

(16-22 January)

An officer joined 3 experts from Kyushu Techno Research Co. and Nishihara Shoji Co., on a mission to New Delhi, Hyderabad and Chennai to discuss Japanese technology transfer in the field of waste management, particularly focusing on plastics waste management and recycling. Several workshops and B2B meetings were held during the visit.

Bangladesh

(21-24 May)

UNIDO and BOI Bangladesh assisted an 11-member business fact-finding mission to study the investment climate of the country in general and the business opportunities for IT-related industry in particular, as a follow-up of the delegate program for Bangladesh organized in March 2011.

Cambodia, Thailand & Viet Nam

(6-15 June)

An officer visited Cambodia, Viet Nam and Thailand to meet and discuss with concerned parties on possible areas of cooperation for investment as well as environment/technology-related promotion. As a result, 3 delegate programmes were organized in 2011; namely one for the Ministry of Industry, Mines and Energy of Cambodia, one for the Viet Nam Chamber of Commerce and Industry, and the other for the Viet Nam Cleaner Production Centre.

China

(7-11 September)

Two officers joined staff from HQ and African investment promotion agencies to attend the China-Africa Investment Symposium held in Xiamen. On the sidelines of the symposium, the ITPO Heads and AfrIPANet meetings provided an opportunity to discuss AfrIPANet's promotion in Japan as well as other programmes. AfrIPANet may become one of the assets of UNIDO towards the enhancement of its presence at TICAD V in 2013.



Africa

Nigeria

(January)

Sanyo Electric Co., Ltd. promoted a Solar Lantern project in Nigeria through UNIDO's Nigeria Office. UNIDO Nigeria purchased 300 units of LED lantern from Sanyo, and donated them to local schools and community groups for experimental purposes. Sanyo is expecting to assemble the lantern in Africa.

Nigeria

(14-18 March)

Kaiho Sangyo Co., Ltd. promoted ELV Recycling Technology in Nigeria through National Automotive Council (NAC), and conducted a Feasibility Study on ELV recycling in March 2011. Accordingly, a joint venture agreement was signed in June 2011 with the local partner, WAO Global Trading Company, and an expert for the training programme in Lagos has been fielded since then. It is expected that initial recycling operation will start within 2012.

Mozambique

(20-28 July)

A Japanese seafood importer visited Mozambique to reach a business agreement with a local partner on clam processing. The company has been convinced with the quality of local clams and is very confident about its marketability in Japan. The project may reach to one of the model cases of Bottom of the Pyramid (BOP) business as it will create some 200 job opportunities for local.

Kenya, Tanzania and Mozambique

(May-June)

One of the Japanese machinery manufacturing companies visited Kenya, Tanzania and Mozambique to search local distributors through UNIDO Offices and IPAs. This kind of marketing research used to be carried out by trading firms, but recently due to extreme downsizing of local offices of Japanese traders in Africa, many manufacturing companies are obliged to undertake "investment studies" by themselves. In this connection, UNIDO representative offices in Africa are playing a significant role in identifying potential local partners in each country.

Rwanda and Uganda

(12-22 December)

An officer visited Rwanda to join the AfrIPANet mission dispatched by UNIDO HQ for meetings at the Rwanda Development Board (RDB), and to discuss AfrIPANet promotion activities and the delegate programme for RDB in Japan in 2012. The mission was also extended to Uganda, as a follow-up of the delegate programme for the country organized in May 2011 in Japan.

HQs

UNIDO HQ (Austria) – Working Visit

(20 June- 3 July)

The Head of the office visited UNIDO HQ to attend the Vienna Energy Forum 21-23 June, and the TGIC preparatory meeting, and to observe the 39th Industrial Development Board (IDB) held 22-24 June.

UNIDO HQ (Austria) – Working Visit

(27 November – 5 December)

The Head of the office visited UNIDO HQ to attend the 14th General Conference and an ad-hoc ITPO Heads Meeting.



REGIONAL HIGHLIGHTS

Middle East/North Africa

Countries in the Middle East and North Africa continue to attract the interest of Japanese investors, due to their increasing market sizes, economic growth, and geo-logistical significance. While the "Arab Spring" in the Middle East brought about changes to several countries' investment environments, mainly due to the short to mid term challenges experienced by new governments in the countries concerned, most Japanese investors have maintained their operations in the region largely ongoing throughout 2011. Companies who are already invested, and those who are planning to, may now be thinking "how the events in 2011 would affect trade and investments in the region in the mid to long term". To this end, an important task at hand for those countries experiencing change is to undertake public promotion events in Japan in 2012 and beyond, such as country investment seminars and B2B promotion, with the primary purpose of updating the political and economic status quo in each country, in order to help build corporate confidence and interest. Such events can also provide a venue to reaffirm business commitments with the Japanese private sector and to inform any new upcoming opportunities in the areas of manufacturing, environment, infrastructure and trade, amongst others. We believe that change in the region will ultimately lead to increased business and economic exchange with Japan. To this end, UNIDO is ready to cooperate with our partners in the region in organizing seminars and delegate programmes in Japan into 2012 and 2013.



Projects in the Field

Several projects under promotion in Morocco in the automotive parts, logistics and trading sectors were assisted by UNIDO's delegate programmes in 2010-2011. For instance, new investments by Takata Corporation and Denso Corporation in the Tangier Free Zone have been supported by our delegates from the Moroccan Agency for Investment Development (AMDI), the Tanger Mediterranean Special Agency (TMSA), and the Moroccan Association for Automotive Trade and Industry (AMICA). Takata invested to establish "Takata-Petri Maroc" in a 3,600sqm plant to produce steering wheels and airbags. Denso invested to establish "Denso Thermal Systems Morocco" to produce air conditioning

systems. In addition, projects and operations by Makita Corporation, Sumitomo Electric, and Mitsui & Co. have also received assistance from UNIDO's delegates. Further developments in Morocco as well as the region are expected.



Asia and the Pacific

Due to geographical proximity and cultural similarity, Japanese investments have long been directed to Asia, initially towards Asian NIEs, then to ASEAN founding members and China, and in recent years additionally towards emerging markets in Indochina and South Asia. UNIDO ITPO Tokyo initiated promotion of such emerging countries as Cambodia, Lao PDR, Viet Nam, India and Bangladesh much before those nations have started to draw attention of Japanese private sector as potential locations for their direct investments. Through continued activities including organization of country promotion seminars, host of individual business meetings between Japanese private businesses and Asian investment promotion agencies (IPAs), provision of investment consultancy services as well as dispatch of business fact-finding missions overseas, we publicized and disseminated the most updated practical information on new markets among the Japanese business society and facilitated their interests to develop into actual investment. The most tangible result of our recent efforts could be seen in a large number of private investment projects successfully concluded in Bangladesh. While

UNIDO will continue to extend support and cooperation to the emerging countries as mentioned above in the years to come, we will also develop and introduce new countries and areas not only in Asia but also in the Pacific region where the size of economy and market may not be big enough to attract large-scale foreign businesses but certainly with the investment and business potentials which are not yet fully tapped.



Sub-Saharan Africa

The last five years have witnessed the emergence of Africa as one of the fastest growing markets for potential overseas investors. As more and more countries in Africa embark on a drive towards economic liberalization, the markets there have become alive with business activity, attracting many investors, including from Asia. Japan has also started increasing its trade and investment presence in Africa, and UNIDO believes that business opportunities continue to exist for Japan in the region. As part of our continuing efforts to increase two way trade and investments between Africa and Japan, we have conducted various numbers of programmes, such as "delegate programme," organizing business/investment seminars and fielding experts to some selected African countries. During its long association with Africa, UNIDO has come to realize that ever-increasing demand for overseas potential investors needs to be met through some innovative and unique

approach. Therefore, UNIDO has introduced the AfrIPANet, an information platform, the first of its kind, which will help Japanese business circles in identifying relevant business opportunities and potential partners in Africa. Relatively untouched by the global economic crisis, African markets represent a plethora of opportunities when it comes to investments, trade and industry. The untapped and emerging markets in Africa are therefore being targeted by all kinds of businesses – from small trading houses to multinational corporate industry. 2012 shall be an extremely important year for UNIDO, as the major theme of TICAD V planned for 2013 is expected to be trade and investment.



Projects in the Field

UNIDO has been promoting Japanese companies and technologies for the recycling of used vehicles, so-called End of Life Vehicle (ELV) project, in Africa. Kaiho Sangyo Co., Ltd., one such Japanese company, was assisted by our delegates in Kenya, Nigeria and Ghana in 2010-2011. In Nigeria, the project received cooperation from the National Automotive Council (NAC) and a feasibility study (F/S) has been undertaken in 2011-2012 under the JICA (Bottom of the Pyramid) scheme of JICA. Kaiho Sangyo has already identified a business partner, concluded a joint venture agreement, and fielded experts to Nigeria, and the outcome of the F/S will be expected in the first quarter of 2012. Accordingly, the company will decide on the start of operations to recycle vehicles, using its proprietary technologies, which will contribute to green industrial activity in the country.

Projects in the Field

UNIDO's delegate from the Board of Investment (BOI) of Bangladesh who visited Japan between 2008 and 2011 assisted many interested Japanese companies to set up their businesses in Bangladesh in several selected sectors. The majority of them belong to textile and garments industry. Such companies including UNIQLO, Yoshidayu, CAT, Chori and N.I. Teijin Shoji, to name a few, have concluded projects in the country, with the assistance of the BOI. Some other projects promoted by the delegate included investments by Shima Seiki in machinery, Konoike Transport in logistics, Rohto Pharmaceutical in cosmetics, and PQC and K2 Logistics in inspection related businesses. Our delegate assisted those companies continuously by meeting them individually in Japan as well as in Bangladesh and by providing them with technical and professional consultations, which finally led them to invest in Bangladesh.



途上国のインフラ支援

途上国のインフラ支援に関する記事の抜粋。道路、橋、水道などのインフラ整備が経済発展の基盤となることを強調している。

水道分野輸出 日本に期待

途上国の水道分野において、日本の技術と設備が求められている。特にアジアとアフリカ地域での需要が顕著である。

低所得層向け 中小の進出促す

途上国の低所得層向けに、中小企業が市場に進出することを奨励している。これは経済成長と雇用創出に寄与する見込みがある。

インド市場開拓 優位に

スリランカ 企業誘致を積極化

インド市場の開拓において、スリランカは優位な立場にある。スリランカはインドと地理的に近接しており、貿易の便が大きい。また、スリランカはインド企業を積極的に誘致している。

スリランカは、インド企業を積極的に誘致している。特に製造業やサービス業への誘致が盛んである。また、スリランカはインドと地理的に近接しており、貿易の便が大きい。

FTA、自動車輸出に特恵

自由貿易協定（FTA）の締結により、自動車輸出に特恵措置が与えられている。これは自動車産業にとって大きなメリットである。

「BRICS+協力」

BRICS+（ブラジル、ロシア、インド、中国、南アフリカ）の協力関係が強化されている。途上国間の連携が促進されている。

「Cameroon's Industrial Structure Is Resource-based」

Frank Van Rompuy, Resident Representative, United Nations Industrial Development Organisation (UNIDO) は、カメルーンが資源ベースの工業構造を持っていることを指摘している。カメルーンは天然資源に恵まれており、これを有効に活用して工業を発展させる必要がある。

カメルーンは天然資源に恵まれており、これを有効に活用して工業を発展させる必要がある。また、カメルーンは労働力も豊富である。これらを組み合わせ、工業の発展を促すことが重要である。

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UNIDO, Germany to Increase Cooperation

UNIDOとドイツは、経済協力と開発（Economic Cooperation and Development）の分野で協力を強化する意向を示している。特に途上国の工業発展を支援するための協力が期待されている。

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ベトナム商工会議所 中小企業促進センター

ベトナム商工会議所は、中小企業促進センターを設立した。これは中小企業の成長を支援し、経済発展を促進するための取り組みである。

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「Bangladeshへの投資は今がチャンス！」

投資庁長官は、Bangladeshへの投資は今がチャンスであると述べている。Bangladeshは成長が速く、投資の機会が多い国である。

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アジアの輸出基地に最適

日本のサプライヤーは、アジアの輸出基地に最適であると述べている。アジアは市場が大きく、成長が速い地域である。

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スリランカ投資庁 エグゼクティブディレクター シワーン・デシルバ氏

スリランカ投資庁のエグゼクティブディレクターであるシワーン・デシルバ氏は、スリランカの投資環境について詳しく説明している。

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インド輸出に優位、人件費も安く

インドは輸出に優位な立場にあり、人件費も安く、投資の機会が多い国であると述べている。

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海外投資誘致機関訪問記

海外投資誘致機関の訪問記。各国の投資環境や政策について詳しく紹介している。

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ボツワナ当局担当者 「産業多様化へ技術を」

ボツワナ当局の担当者は、産業多様化のために技術の導入を促している。これは経済成長と雇用の創出に寄与する見込みがある。

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